

# PATENT SPECIFICATION



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## COMPLETE SPECIFICATION.

### Improvements in or relating to Supports for Showcards.

I, FRANCIS JOSEPH MCGLOIN, a British Subject, of 2 Moonga Road, Toorak, Melbourne, Australia, formerly of 42 Poverest Road, Orpington, Kent (previously of Lower Flat, St. Alphage, Gosshill Road, Chislehurst, Kent), do hereby declare the invention, for which I pray that a patent may be granted to me, and the method by which it is to be performed, to be particularly described in and by the following statement :—

This invention relates to supports for the exhibition of advertisements, notices, card-board cut-outs and other completely or substantially (e.g. embossed) laminar material which, for the sake of brevity, will be referred to in this Specification as showcards.

In shop windows, for instance, it is frequently desirable to exhibit showcards designed to attract attention to a particular commodity or to give information and it is also desirable that such showcards may be easily replaced or rearranged. It is an object of this invention to provide a support for a showcard from which the showcard may be readily removed so that a different showcard may be substituted.

According to the invention, a support for a showcard, as defined above, comprises a block of resilient, manually deformable, material having a slit in which an edge of a showcard may be held by compression between the opposite faces of the slit.

Rubber may be used as the material of the support and alternative materials include synthetic rubbers, cork and polyvinyl chloride.

The invention is illustrated in the accompanying drawing in which Figs. 1, 2 and 3 are perspective views of the three types of showcard supports.

Referring to Fig. 1 of the drawing a showcard support 1 consists of a hemispherical piece of sponge rubber whose radius is about  $1\frac{1}{2}$  inches and which stands with its curved surface uppermost. Four discrete slits A,

B, C and D extend from the curved surface into the body of the rubber. The slits A, B and C are planar, parallel to each other and slightly inclined to the vertical. Slit D is curved i.e. convex with respect to the remaining slits and is inclined to the horizontal in the direction opposite to the inclination of the slits A, B and C. Slits A, B and C are, if desired, all to be used at the same time. Slit D can be used alone or in conjunction with other slits so long as the supported showcards do not interfere adversely with one another. In use a comparatively large showcard, a cut-out, perhaps, might be inserted in the slit C facing the direction of slits A and B, a smaller, and perhaps more formal, showcard might be inserted into the central slit B while a smaller card which contains information which is required to vary more frequently, such, for instance, as a price, may be inserted into the foremost of the slits A. For the sake of clarity a showcard 2 is shown in the drawing only in slit C.

Referring to Fig. 2 of the drawing there is shown an embodiment which is suitable for attachment to an edge of a shelf or to a cylindrical member such, for instance, as a part of the frame of a bicycle, and which will remain in the position in which it has been attached. The support is in the form of a rod of rubber or other resilient material 3 in which a recess of substantially circular cross-section has been cut parallel to the axis of the rod. To secure the support in position the separation between the jaws 4 and 5 is increased and the jaws are slid over the shelf, rod or other member to which the support is to be secured. The jaws are then allowed to close towards each other but will be prevented from returning to their original positions by the thickness of the member and in this way a firm contact between the resilient support and the member will be obtained.

[Price 3s. 0d.]

Since the separation between the jaws is greater when the support is in use than when it is not, the whole support will be in compression. The pressure between the opposite  
 5 faces of slits F, G and H formed in the support, will therefore, be increased and so consequently, will the pressure exerted on the showcards inserted into the slits. The positions and inclinations of the slits will  
 10 depend upon the position in which the support is to be used and the angles at which it is desired that the showcards should be held.

The support shown in Fig. 3 of the drawing is a modification of that shown in Fig. 2 and  
 15 consists of a block of rubber or other suitable resilient material 6 of U-shaped cross-section. A circular bore 7 is formed near the base of the block and a slot 8 is cut lengthwise of the block to open out this bore in order to  
 20 render the support capable of being secured to a shelf, rod or other member in the manner described with reference to Fig. 2. In the upper face of the block a slit J is formed into which a showcard may be  
 25 inserted.

Recesses may be formed in the slit J as shown at K in Fig. 3 by locally widening the slit by the removal of material of the support. These recesses provide for the additional  
 30 insertion into the support of sticks by means of which cards, pennants, flags or other devices can be firmly mounted without too great distortion of the slit J. The sticks will be held in position by compression  
 35 between the showcard and the walls of the recess. The recesses may be of circular, square or other cross-section.

In a further modification of the support shown in Fig. 3, the recesses extend longitudinally of the slit so that when the support  
 40 is fastened to a vertical rod, a stick held in the support will then be vertical.

The number of showcards which may be inserted into one slit is not necessarily  
 45 restricted to one. For instance, if the three showcards mentioned in the description of Fig. 1 of the drawings above are designed so that they form integral parts of one display and it is desired to exhibit, perhaps temporarily, a subsidiary showcard in the same  
 50 support without dismantling the display then the subsidiary showcard may be inserted into a slit supporting one of the main showcards and behind that showcard so that the part of the subsidiary showcard which is to  
 55 be displayed extends beyond the edge of the main showcard.

Showcards designed to be used with the support may be printed or have designs on  
 60 one or both sides. Cards printed or having other matter, on both sides may be mounted, e.g. vertically, so that with one setting of the card both sides may be seen easily when viewed from different directions or they may  
 65 be mounted so that only one side of each

can easily be seen at any one time but so that they can be reversed at will.

In certain cases it may be desirable to have the slit or slits normal to the base of the support or to the member on which the  
 70 support is mounted whilst in other cases showcards may be displayed more effectively if held in slits inclined to this direction. The slits may, moreover, be inclined to each other in either a horizontal direction or a vertical  
 75 direction or both. The angle of inclination of the slit will, however, be restricted by the consideration that the combination of one or more showcards with one support should, when in position, be stable. Similar con-  
 80 siderations will also determine the ratio between the size and weight of a showcard which can be held by a support having given characteristics. The physical characteristics of the material of which the base is composed  
 85 must also be considered in determining the maximum number of slits which may be made in a given support, the positions in which the slits may be made, and the angles of inclination of the slits to the edges which they intercept.

Supports constructed in accordance with the invention are not limited to the regular shapes shown in the drawings but may be wholly rectangular, irregular or for special  
 90 purposes, shaped as a model. A support may, in addition, have stamped or moulded thereon in a visible position on the surface other advertising matter such as a brand name. Such matter, when formed on a  
 100 hemispherical base has the advantage that it is intelligible through a wide angle.

It is not necessary that all the slits in one support should be used at the same time since the slits which are not in use are largely  
 105 or completely inconspicuous and have little or no deleterious effect on the appearance of the support.

If, like all the slits, except D, shown in the drawing the slit supporting a showcard is  
 110 planar then the inherent rigidity of the showcard must be sufficient to support its own weight without any unintentional bending or distortion. If, however, the slit is curved or channel shaped, i.e. if the slit such as the  
 115 slit D shown in Fig. 1 of the drawings intersects a plane parallel to the base in a curve, then the rigidity of even a comparatively flimsy showcard when inserted into the slit will be enhanced due to the fact that the  
 120 showcard will be under tension. Similarly if it is intended that a showcard should extend on either side of the support instead of, or in addition to, extending above it, the slit in which the showcard is supported may  
 125 be curved in such a direction that the line of intersection of the curve with a vertical plane is curved. In this way the inherent rigidity necessary in a showcard which is to be supported in a curved slit will be less than  
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that necessary in a showcard which is to be supported in a planar slit.

The slits may alternatively be corrugated and one support may include slits of only one kind or slits of more than one kind.

Supports constructed of rubber according to the invention and intended to remain in position merely by the effect of their own weight resting on a surface will be found to represent a considerable advantage over supports having smooth bases when mounted on glass, glassware, or material having similarly smooth surfaces, since the greater friction between the base of the support and the smooth surface on which it rests will enhance the stability of the support. Supports made of sponge rubber or of cork will be found to possess a similar advantage.

The stability of some supports constructed in accordance with the invention may be further increased by providing the supports with suction discs, and such means represents a method of mounting a support on a vertical or otherwise inclined surface. If a hemispherical support, such as that shown in Fig. 1 is to be mounted on a vertical surface so that the plane surface of the support is vertical it may be preferable to have the slits in the upper half of the support only. Rectilinear or irregularly shaped supports may also be supported on a surface which is not horizontal by means of suction discs. When all or most of the combined weight of the supported showcards is borne by the suction disc i.e. when the suction disc is not used merely to restrict the movement of the support, it may be found advantageous to incline the slits so that the showcards in the support slope from the support towards the surface on which the support is mounted.

What I claim is :—

1. A support for a showcard, as hereinbefore defined, which comprises a block of resilient, manually deformable material having a slit in which an edge of a showcard

may be held by compression between the opposite faces of the slit.

2. A support as claimed in Claim 1 in which the slit is curved so that a showcard is under tension when inserted into the slit.

3. A support as claimed in Claim 1 or Claim 2 in which the slit is locally widened by removal of material of which the block is formed to accommodate a portion of a member to be displayed in addition to the showcard and held within the recess by compression between the showcard and the walls of the recess.

4. A support as claimed in any of the preceding claims having more than one slit as specified in any of those claims.

5. A support as claimed in any of the preceding claims in which is formed a recess such that when the separation between the edges of the recess is increased the compression between the opposite faces of the slit or slits is increased.

6. A support as claimed in Claim 5 in which the recess is so shaped that the support may be attached to a mounting by compression of the mounting between the faces of the recess.

7. A support as claimed in any one of the preceding claims in which the resilient, manually deformable, material is rubber.

8. A support as claimed in any one of the preceding claims in which the resilient, manually deformable material is cork.

9. A support as claimed in any one of the preceding claims in which the resilient, manually deformable material is polyvinyl chloride.

10. A support for a showcard as described with reference to Fig. 1 or to Fig. 2 or to Fig. 3 of the accompanying drawing.

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## PROVISIONAL SPECIFICATION.

### Improvements in or relating to Supports for Showcards.

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This invention relates to supports for the exhibition of advertisements, notices, card-board cut-outs and other completely or substantially (e.g. embossed) laminar material which, for the sake of brevity will be referred to in this Specification as showcards.

In shop windows, for instance, it is frequently desirable to exhibit showcards

designed to attract attention to a particular commodity or to give information and it is also desirable that such showcards may be easily replaced or rearranged. It is an object of this invention to provide a support for showcards which is such that one or more showcards, whose number may be varied, may be conveniently mounted in one support and easily interchanged or replaced.

According to the invention a support for a showcard, as defined above, comprises a body of resilient manually deformable material having at least one slit for engaging by com-

pression between the opposite faces of the slit an edge of a showcard when said showcard is inserted into the slit.

Rubber or cork may be used with advantage as the material of the support.

A support constructed in accordance with the invention may consist of a hemispherical piece of sponge rubber intended to stand with its curved surface upwards and having a number of individual slits which may be parallel to one another extending from the curved surface into the body of the rubber. Suppose for instance, that there are three parallel slits in the support. Then a comparatively large showcard, a cut-out, perhaps, might be inserted in the slit nearest the rear of the support, a smaller, and perhaps more formal showcard might be inserted into the central slit while a smaller card which contains information which is required to vary frequently, such, for instance, as a price, and which needs to be changed frequently may be inserted in the foremost of the slits.

The number of showcards which may be inserted into one slit is not necessarily restricted to one. For instance, if the three showcards mentioned above are designed so that they form integral parts of one display and it is desired to exhibit, perhaps temporarily, a subsidiary showcard in the same support without dismantling the display then the subsidiary showcard may be inserted into a slit supporting one of the main showcards and behind that showcard so that the part of the subsidiary showcard which is to be displayed extends beyond the edge of the main showcard.

Showcards designed to be used with the support may be printed or have designs on one or both sides. Cards printed, or having other matter, on both sides may be mounted, e.g. vertically, so that with one setting of the card both sides may be seen easily when viewed from different directions or they may be mounted so that only one side of each can easily be seen at any one time but so that they can be reversed at will.

In certain cases it may be desirable to have the slits normal to the base of the support whilst in other cases the showcards may be displayed more effectively if held in slits inclined to this direction. The slits may, moreover, be inclined to each other in either a horizontal direction or a vertical direction or both. The angle of inclination of the slit to the vertical will, however, be restricted by the consideration that the combination of one or more showcards with one support must be stable. Similar considerations will also determine the ratio between the size and weight of a showcard which can be held by a support of a given size and weight. The physical characteristics of the material of which the base is

composed must also be considered in determining the maximum number of slits which may be made in a given support, the positions in which the slits may be made, and the angles of inclination of the slits to the edges which they intercept.

In a preferred embodiment of the invention the support is hemispherical but it may, in other embodiments, be rectangular, irregular or, for particular purposes, shaped as a model. The support may, in addition, have stamped or moulded thereon in a visible position on the surface other advertising matter such as a brand name. Such matter, when formed on a hemispherical base has the advantage that it is intelligible through a wide angle.

It is not necessary that all the slits in one support should be used at the same time since the slits which are not in use are largely or completely inconspicuous and have little or no deleterious effect on the appearance of the support.

If the slit supporting a showcard is planar then the inherent rigidity of the showcard must be sufficient to support its own weight without any unintentional bending or distortion. If, however, the slit is curved or channel shaped i.e. if the slit intersects a plane parallel to the base in a curve, then the rigidity of even a comparatively flimsy showcard when inserted into the slit will, due to the fact that the showcard will be curved, be enhanced. Similarly if it is intended that a showcard should extend on either side of the support instead of, or in addition to extending above it, the slit in which the showcard is supported may be curved in such a direction that the line of intersection of the curve with a vertical plane is curved. In this way the inherent rigidity necessary in a showcard which is to be supported in a curved slit will be less than that necessary in a showcard which is to be supported in a planar slit.

The slits may alternatively be corrugated and one support may include slits of only one kind or slits of more than one kind.

Supports constructed according to the invention and made of rubber will be found to represent a considerable advantage over supports having smooth bases when mounted on glass, glassware, or material having similarly smooth surfaces, since the greater friction between the base of the support and the smooth surface on which it rests will enhance the stability of the support. Supports made of sponge rubber or of cork will be found to possess a similar advantage.

The stability of a support constructed in accordance with the invention may be further increased by providing the support with a suction disc. By such means it is also possible to mount the support on a vertical or otherwise inclined surface. If a hemispherical support is to be mounted on a vertical surface

so that the plane surface of the support is vertical it may be preferable to have the slits in the upper half of the support only. Rectilinear or irregularly shaped supports may also be supported on a surface which is not horizontal by means of suction discs. When all or most of the combined weight of the supported showcards is borne by the suction disc i.e. when the suction disc is not used merely to restrict the movement of the support, it may be found advantageous to incline the slits so that the showcards in the support slope from the support towards the surface on which the support is mounted. 10

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